

**Board of Directors Meeting**  
**April 3<sup>rd</sup>, 2018**  
**Minutes**

**Board Members in Attendance:** Dan Mazzella, Mark Morris, Joe Bartling, Elvin Lai, Billy Ramirez, Amber Lighty, David Cohen, Tim Pruesener.

**Staff in Attendance:** Ann Condon, Sara Berns

**Guests in Attendance:** Anthony George, Greg Daunoras, Dianne Brittingham, Anthony Kruk, Marcella Bothwell, Monique Tello, Catt White, Jason Weisz

**A. Lighty called the meeting to order at 12:04pm.**

**Additions to the Agenda**

None

**Public Comment:** A. Kruk introduced himself as the owner of Hoboken Pizza and expressed interest on being on the board and helping the community.

**Political Representatives**

**Councilmember District 2:** M. Tello announced the Councilmember went to the 30<sup>th</sup> anniversary for the Saturday PB Farmers' Market

**Mayor Faulconer's Office:** A. George stated reported on the PB Town Council dock less bike forum that happened last month, he reported that Traffic Division has written 70 citations last Sunday for not wearing helmets, scooters on the boardwalk and not obeying the 8mph speed limit on boardwalk. There is a warning on the bird app for the 8mph rule now. The office is continuing to look into regulations and creating a webpage for all bike/ bird companies. He stated that the Deco-Discover Bikes are the only company that has a contract with the city. He also stated that there has been a misleading email sent out by Save SD Neighborhoods on the decisions for City rules on STVR's. He reiterated that no regulations or decisions have been made by the mayor's office. S. Berns asked if the City could coordinate a time to educate the traffic division on Beach Area Community Court so those people with citations can go through the program.

**Senate District 39:** J. Weisz announced that it is tax season and that the state and federal have Earned Income Tax Credit so people who qualify earn less than 54K for a family of 4. There will be new budget numbers in May, Toni was sworn in as Pro Tem and there will be a local celebration on April 13<sup>th</sup> at Jacob's.

**Community Partners**

**PB Tuesday Farmers' Market:** C. White reported that the market was up 5% last month and the share tenant for the storage space just signed. There is only one space available today so they are looking to expand for more space. PB Monthly has them listed incorrectly and they are doing a dine in for PBE this month so a portion of the proceeds will go towards the school.

**PBTC:** M. Bothwell announced they will be doing the Concerts on the Green again this year and working with National Night Out. She stated that the PBTC membership doesn't have a lot of businesses on it so if we could help let businesses know that the membership to PBTC offers different things. G. Daunarus presented a check for a donation to the PB Clean and Safe program.

**PBWC:** D. Brittingham announced the PBWC annual wine tasting event will be held on April 14<sup>th</sup> from 2-5pm and she has tickets available.

**PBPG:** S. Berns announced that there are 3 commercial seats vacant on the PBPG so she encouraged the group to spread the word to their neighbors and associates. There will be a presentation of the parking survey but this meeting focused a lot on STVR's.

**Beautiful PB:** R. Engstrom reported that the group is very focused on getting a eco district certification and said there was a lot of discussion on the branding of PB and demographics of the people that live here.

#### **Previous Board Minutes Approval:**

M. Morris made a motion to approve the minutes for the March 6<sup>th</sup>, 2018 meeting. T. Pruesener endorsed the motion. Motion passed 8/0/2. (DM and DC abstained)

#### **Financial Report**

S. Berns reviewed the financials for February 2018. She stated the negative expense in design other was for bike racks that we were reimbursed from Beautiful PB for the bike racks on Law street. There is old debt owed in A/R that they're waiting to clear up with the auditor. B. Dunlap made a motion to approve the February 2018 financials. D. Mazzella endorsed the motion. Motion passed 10/0/0.

#### **Committee Reports:**

- a.) Organization Committee:** S. Berns reported that the 5-year contract with the City of San Diego to manage the PB Business Improvement District was up and they would have to renew it. The major change this year is they added the prevailing wage section. The BID alliance is working with the city and a private attorney to determine in what detail and with what specific contracts need to have prevailing wage.
- E. Lai made a motion to approve entering an agreement with the City of San Diego for management of PBBID. D. Mazzella endorsed the motion. Motion passed 9/0/1.
  - E. Lai made a motion to designate the Executive Committee to sign agreements, disbursements reconciliation report, request for reimbursement and program reports. Motion was endorsed by B. Dunlap. Motion passed 10/0/0
- b.) Clean and Safe Committee:** S. Berns stated that everyone should have gotten an email from Kayla for Golden State Consulting and they need to give her a call back. There will be a media event on April 26<sup>th</sup> and if there are any donors that would like to be recognized for that, it would be a good opportunity. S. Berns stated that every board member has different qualities to offer and bring to the donation. J. Bartling said he would offer to do a fundraiser at 710, or there could be products on businesses menus that a percentage goes towards Clean and Safe. E. Lai said he is looking into doing a round up for the Hotel's POS so purchasers can round up to nearest dollar to donate towards the program. Lyft has done something similar in the past so it might be a good idea to look into their company.
- c.) Promotions Committee:** T. Pruesener stated that Bikes Boards and Brews will be on April 21<sup>st</sup> and A. Condon passed around a marketing sheet for the Board to guide the board in ways to help promote Bikes Boards and Brews. She also reminded the group of volunteering

shifts. S. Berns presented the Annual Dinner budget and reviewed it. The event raised the same amount of money as last year, even though expenses went up.

- d.) Hospitality Group:** B. Ramirez stated that the group is looking for a co-chair and he proposed an event idea for an annual fundraiser for the group to continue on raising funds.
- e.) Vision and Planning:** S. Berns said the group talked about the next steps in trying to move the Farmers' Market to Garnet and that there was an email template created that was sent out to all the people that signed the petition and change.org
- f.) Parking:** S. Berns stated that the next meeting will be held in May and there will be elections for the members. The SW quadrant is vacant already but will need to fill all quadrants in elections. Quadrants are split up by Garnet and Ingraham.

**Meeting Adjourn 1:11pm**